In the Claims:

1.-12. (canceled)

13. (new) An applicator unit for one of inking and dampening in a rotary press having a form cylinder, the applicator unit comprising:

a distributor cylinder;

an applicator roll having two ends, said two ends being mounted in respective levers such that said applicator roll is pivotable about said distributor cylinder by said levers; and

a motor operatively arranged for pivoting said applicator roll such that applicator roll is pivotable to a thrown-on position against the form cylinder of the rotary press with a controlled throwing-on force by said motor.

14. (new) The applicator unit of claim 13, wherein said motor comprises one of a linear motor and a rotary motor.

15. (new) The applicator unit of claim 13, wherein said applicator roll contacts the form cylinder in an imprint area when said applicator is in the thrown-on position, the imprint area having a length along a length of said applicator roll and an imprint width along a circumferential direction of said applicator roll, said throwing-on force is adjustable to set a desired imprint width.

16. (new) The applicator unit of claim 13, wherein said motor is operable for applying an initial throwing-on force when pivoting said applicator roll toward the thrown-on position that is greater than an operating throwing-on force that is applied after said applicator is in said thrown-on position.

17. (new) The applicator unit of claim 13, wherein said motor is operable for applying a variable throwing-on force in response to various reaction effects on said applicator roll during operation in the thrown-on position.

18. (new) The applicator unit of claim 13, further comprising a lock mechanism for locking said applicator roll in the thrown-on position.

19. (new) The applicator unit of claim 18, wherein said lock mechanism is operable on said motor for locking said applicator roll in the thrown-on position.

20. (new) The applicator unit of claim 18, wherein said lock mechanism is operable on said levers for locking said applicator roll in the thrown-on position.

21. (new) The applicator unit of claim 18, wherein said lock mechanism is operable for locking said applicator roll one of immediately after the thrown-on position is reached and after a running-in period after reaching the thrown-on position has elapsed.

22. (new) The applicator unit of claim 18, wherein said applicator unit is movably mountable so that a position of said applicator unit is adjustable relative to the form cylinder in the rotary press when said applicator roll is locked in said thrown-on position.

23. (new) The applicator unit of claim 18, wherein said applicator unit is mountable such that said applicator roll is movable with the form cylinder from a print throw-off position of the form cylinder to a print throw-on position of the form cylinder when said applicator roll is locked in said thrown-on position.

24. (new) The applicator unit of claim 18, wherein said motor is operatively arranged for pivoting said applicator roll such that applicator roll is pivotable to different thrown-on positions against form cylinders having different diameters.